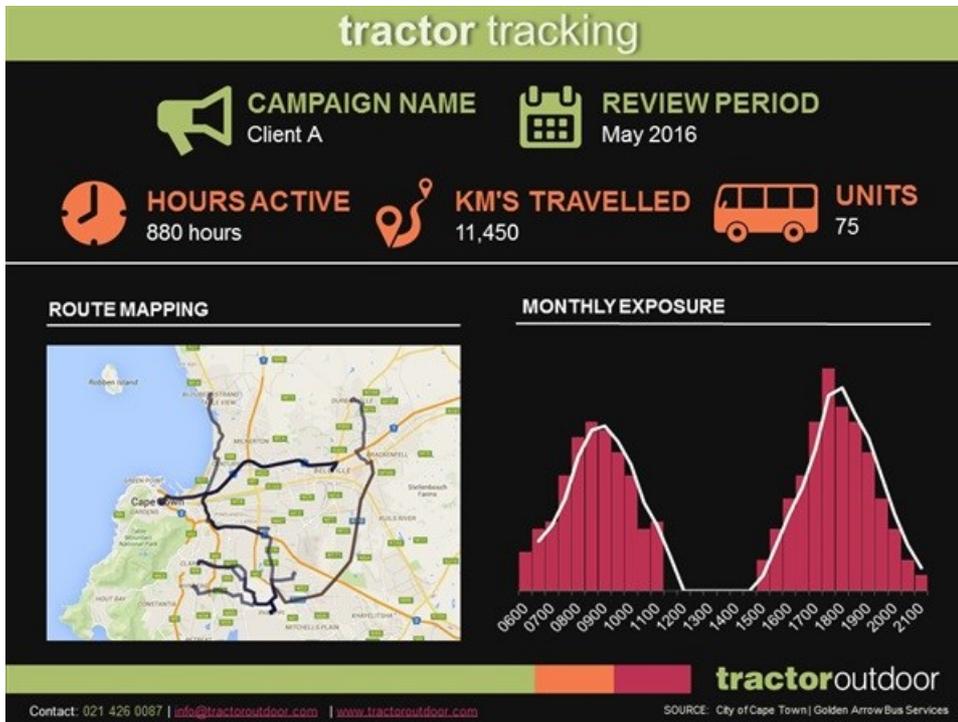


TractorTracking a game-changer in transit advertising

Issued by [Tractor Outdoor](#)

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Tractor Outdoor, one of the top national outdoor media owners, has launched its TractorTracking™ division which aims to provide advertisers and agencies alike various data sets about the campaigns that they book with Tractor.



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Tractor, whom own the media rights to Golden Arrow Bus Services, the largest public bus network in South Africa are now able to provide clients with accurate data relating to the transit campaigns they book in the Cape Town region.

Golden Arrow currently has a fleet of 1,150 buses commuting 250,000 commuters every day across 900 routes including every major highway in the Mother City.

“Selling bus advertising has traditionally been difficult as we could only work on averages when clients asked for intricate details on their campaigns,” says Remi du Preez, Sales Director at Tractor. He continues, “The City of Cape Town has recently installed tracking devices in the entire fleet which is where we get the data sets from. We can now accurately tell the client where their adverts travelled, how many km they travelled, how many hours they were active and even what periods of the day their campaigns reached peak activity.”

“The data has given us new insights into the medium which we will offer for free to any client that books on the fleet on an ongoing basis and campaign specific. This is the first line of offerings under the TractorTracking™ division. The hope is to provide more innovations in this field and across all Tractor channels that deliver accurate, real-time and relevant data sets to clients.”

Tractor also happen to be running some promotions on their Cape Town Back Wraps. six units for only R15,000 p.m! Visit their website www.tractoroutdoor.com for more information.

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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